

## Message Text

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ORIGIN OPIC-06

INFO OCT-01 NEA-10 ISO-00 EB-07 IO-13 COME-00 /037 R

DRAFTED BY OPIC/F: BWTREADWELL  
APPROVED BY EB/IFD/ OIA:RSMITH  
OPIC/F:PMCCALLUM  
EB/IFD/OIA:DHSTEBBING  
NEA/AFN:TSWILKINSON (SUBS)  
-----067889 240420Z /14  
R 231858Z JUN 77  
FM SECSTATE WASHDC  
TO AMEMBASSY TUNIS

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FROM OPIC

E.O. 11652:N/A

TAGS: EFIN

SUBJECT:STATUS REPORT - OPIC PROMOTIONAL INVESTMENT  
PROJECTS

REF: (A) TUNIS 4083; (B) STATE 132677

FROM TREADWELL PASS MONTGOMERY/CASSE

IN VIEW DEPARTURE UNDP ADVISOR HOEVELER FROM API JULY 3RD,  
OPIC ANTICIPATES INCREASED LIAISON WITH EMBASSY ECON/COMM  
SECTION RE PROMOTIONAL PROJECTS. BELOW IS UPDATE.

1. TANNERY - HENRY JACQZ TO VISIT TUNIS JUNE 23-24 TO  
DISCUSS TANNERY PROJECT WITH STB. JACQZ WILL ATTEMPT TO PUT  
US/EUROPEAN INVESTOR GROUP TOGETHER TO CONSTRUCT/OPERATE  
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TANNERY. PROJECT BELIEVED TO HAVE LIMITED POSSIBILITIES AS  
A RESULT OF TESTING OF SHEEPSKINS BY GENESCO SUBSIDIARY  
WHICH REPORTED SKINS HAD ONLY LIMITED USE SINCE THEY WERE  
NOT OF GOAT HAIR SHEEP VARIETY AND WOULD NOT BE SUITABLE  
FOR GARMENT LEATHER.

2. MOTOROLA - MOTOROLA HAS NOT BEEN IN TOUCH WITH OPIC FOR

THREE WEEKS. MOTOROLA EARLIER FILED OPIC INSURANCE REGISTRATION FOR MOROCCO BUT HAS NOT YET DONE SO FOR TUNISIA.

3. GILLETTE - TREADWELL SPOKE TO ANTHONY JANUSKA, MANAGER CORPORATE FINANCIAL PLANNING WHO IS LOCATED AT COMPANY HEADQUARTERS BOSTON JUNE 15. PARENT WAS NOT AWARE OF GERMAN SUBSIDIARY'S (BRAUN A.G.) INTEREST IN MANUFACTURING WATCHES AND CAMERAS FOR EXPORT. TREADWELL FOLLOWED UP WITH LETTER TO GILLETTE OUTLINING HOW OPIC COULD FINANCE A BRAUN SUBSIDIARY IN TUNISIA. JANUSKA WILL SHOW LETTER TO BRAUN

TREASURER WHO WILL BE VISITING JANUSKA IN SEVERAL WEEKS. MAILING ALSO INCLUDED API INVESTMENT BROCHURES.

4. COFITOUR THEME PARK - TREADWELL UNDERTOOK BUSINESS LIBRARY RESEARCH OF INDUSTRY. CRITERIA FOR SELECTION OF MAILING LIST WAS THAT U.S. FIRMS MUST HAVE FINANCIAL AND MANAGEMENT STRENGTH TO UNDERTAKE OVERSEAS VENTURE, AND PARK DESIGNS MUST BE OF TASTEFUL THEME-PARK VARIETY. AFTER LIAISON WITH API/ONTT'S ENNIFAR IN NEW YORK A PROMOTIONAL LETTER WAS DEVELOPED AND MAILED OUT TO WALT DISNEY PRO-

DUCTIONS, GREAT ADVENTURE, INC., TAFT BROADCASTING CORP. (HANNA BARBERA PRODUCTIONS WHICH RUNS KINGS DOMINION PARK), GREAT SOUTHWEST, INC. (RUNS SIX FLAGS PARKS),

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ANHEUSER-BUSCH, INC., (BUSCH GARDENS PARKS). DETAILED LETTER BEING PREPARED TO GUEN OF COFITOUR.

5. SUPRADUR - HOLGER ARNING INDICATED THAT HE REQUIRES POSITIVE EXPRESSION OF INTEREST FROM A TUNISIA FIRM BEFORE HE WILL VISIT TUNISIA. TREADWELL INITIATED CONTACTS WITH STB (FOR STATE BRICK COMPANY AT MENZEL BOURGUIBA) AND WITH RACHID BEN YEDDER, PDG OF CFCT DURING MARCH VISIT TO TUNIS. ARNING FOLLOWED UP WITH STRONG LETTERS TO BOTH CONTACTS, MARCH 22ND. TO DATE ARNING HAS ONLY RECEIVED LETTER OF ACKNOWLEDGEMENT FROM BEN YEDDER AND NO RESPONSE FROM MME. GLADYS ADDA OF STB. OPIC HAS ASKED HOEVELER, API TO DISCRETELY FOLLOW-UP. ARNING SENT FOLLOW-UP LETTER JUNE 14 WITH COPIES TO MONTGOMERY.

6. SOCIETE GENERALE INDUSTRIELLE - HOEVELER REPORTS THAT OPIC SEARCH FOR PARTNER FOR BERREBI BORE FRUIT WHEN REPRESENTATIVE FROM PITTSBURGH DES MOINES STEEL COMPANY VISITED BERREBI FOR TWO DAYS IN MAY. BERREBI WILL REPAY VISIT WHEN IN PITTSBURGH THIS SUMMER.

7. PACKAGING OPPORTUNITIES - TREADWELL AND HOEVELER RAN

INTO RESISTANCE TO IDEA OF U.S. INVESTMENT AND POSSIBLE COMPETITION IN GLASS BOTTLES AND METAL CAN PRODUCTION. IT WAS APPARENT FROM MARCH VISITS TO SOTUVER, STIL AND BDET THAT TUNISIAN BUSINESS ESTABLISHMENT PREFERS EXPANSION OF EXISTING SOLE-PRODUCER CORPORATIONS TO ESTABLISHMENT OF NEW COMPANIES IN THE INDUSTRY THAT MAY OR MAY NOT PRODUCE COMPETING PRODUCT. POLYETHELYNE BAG POSSIBILITY WAS DISCOURAGED DUE TO NEW FACTORY COMING ON-STREAM. ONLY POSSIBILITY REMAINING IS CORRUGATED CARDBOARD SHIPPING CARTONS. HOWEVER, DESPITE SEVERAL REQUESTS NEITHER HOEVELER NOR API HAS DONE ANY RESEARCH ON THE MARKET FOR SUCH CARTONS. BASIC UP-TO-DATE STATISTICS ARE NEEDED ON CARTON IMPORTS, LOCAL PRODUCTION DOMESTIC VS. EXPORT INDUSTRY CONSUMPTION, ETC., BEFORE OPIC CAN REALISTICALLY DO A PROMOTIONAL MAIL-LIMITED OFFICIAL USE

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ING. ANY ASSISTANCE EMBASSY COULD GIVE IN THIS REGARD WOULD BE APPRECIATED AND MAY LEAD TO AN ADDITIONAL U.S. PROJECT.

8. TREADWELL HAS ALSO INITIATED CONTACTS RECENTLY WITH FOLLOWING U.S. FIRMS RE TUNISIAN INVESTMENT PROMOTION: SCOVILL MANUFACTURING COMPANY, INTEL CORPORATION, HERCULES CHEMICAL CORP., CONROY GLOVE COMPANY, RAYCHEM CORPORATION.

9. OPIC PRESENTLY NEGOTIATING A CONSULTING CONTRACT WITH HOEVELER FOR APPROXIMATELY ONE YEAR. CONTRACT CALLS FOR UNSPECIFIED, TEMPORARY ASSIGNMENTS IN FRANCOPHONE AFRICA, TUNISIA INCLUDED, NOT TO EXCEED TOTAL OF 90 DAYS. THIS CONCEPT WAS DISCUSSED WITH AMB. MULCAHY DURING HIS RECENT VISIT TO WASHINGTON. DECONTROL FOLLOWING 6/20/78. CHRISTOPHER

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## Message Attributes

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